

# AICE

## **AICE to Induct James “Yamus” Mudra into Hall of Fame**

***The late Chicago-based editor to be recognized  
for his role in the city’s editorial community.***

Chicago, IL – May 4, 2010 – AICE has announced that the late James “Yamus” Mudra, an editor who influenced many of the most memorable ad campaigns to come out of Chicago’s top agencies, will be inducted into its Hall of Fame during the 9<sup>th</sup> Annual AICE Awards Show scheduled for May 20 at The Field Museum in Chicago. Tickets for the event are available and can be purchased on-line at the AICE web site, [www.aice.org](http://www.aice.org).

Naming Yamus to the AICE Hall of Fame was a unanimous choice of the group’s Chicago chapter, which is hosting this year’s AICE Awards presentation, explains Bob Carr, an editor at Red Car in Chicago and a longtime friend and colleague. “It was not just that his work helped define what advertising from Chicago was all about in the ‘80s and ‘90s,” says Carr, “but also the role he played in our community that we’re acknowledging. Yamus was a mentor to so many young talents here, all of whom had the opportunity to both work with him and learn from him.”

“As a young editor, I studied his work and tried to emulate his style,” says Tim McGuire, Founder of Chicago-based editorial company Cutters and past president of the Chicago chapter of AICE. “Yamus was a quiet, unassuming talent with a great feel for storytelling. His work spoke for itself.”

Among the spots Yamus edited are numerous Clio winners from the 1980s and 1990s for such brands as Budweiser, Bud Light, Busch Beer, Michelob, McDonald’s, Hallmark and United—all mainstays of the Chicago agency scene, emanating from agencies such as Leo Burnett, DDB Needham and FCB.

James Mudras was born in Oak Park, IL in 1943. A graduate of Southern Illinois University, he taught in the Chicago public school system before embarking on a career in the film business, joining Fogel Edit in 1971, then Optimus in 1974. He stayed at Optimus for the next 19 years before leaving in 1993 to co-found NuWorld Edit with Joe Malecki, Mike LaBellarte and Bob Carr. When NuWorld closed in 2000, Yamus retired from the post production industry. He passed away in September of 2005.

Among his most memorable ads from that era are Budweiser Light's "Downhill," which won a Gold Clio for Best Editing in 1983, and "Heartland," also for Bud Light, which was produced to support the 1984 Olympic games. The now legendary commercial features two farmers who take a break from working in the field to watch a runner pass by carrying the Olympic torch.

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**About AICE**

AICE is an international trade association whose members are independent creative editorial, design and visual effects companies and their editors, designers and artists. The organization includes 117 editorial and post production companies in nine regional chapters across North America, along with a growing number of associate member companies which provide goods and services to the post production industry. AICE's core mission is to advance and promote the editorial and post production industry and to emphasize the vital role editors, designers and artists play in the ever-changing media creation process. To this end, AICE undertakes a diverse range of activities, including representing the creative post production community within the advertising industry, managing and conducting important exchanges with industry organizations whose members include advertisers, ad agencies, broadcasters and production companies and regularly disseminating information on all aspects of editorial and post production for the professional development of its members and other stakeholders. AICE also develops industry standards and best practices, and educates its membership, advertisers and ad agencies on all aspects of editorial and post production. Its annual AICE Awards, presented each spring, and recognizes the creative achievements of AICE's editors, designers and artists. AICE's members represent a significant segment of the advertising and marketing communications industry, and the organization is leading its members through a period of unprecedented change and opportunity. For more information on AICE, its programs and its sponsorship opportunities, contact Burke Moody at 212-665-2679 or at [burke@alice.org](mailto:burke@alice.org), or visit [www.alice.org](http://www.alice.org).

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